

Job Title	Marketing/Communications Coordinator
PVN ID	HO-1912-003411
Category	Managerial and Professional
Location	HOSTOS C. C.
Department	Hostos Center for the Arts & Culture
Status	Full Time
Annual Salary	\$50,000.00 - \$60,000.00
Hour(s) a Week	35
Closing Date	Mar 31, 2022 (Or Until Filled)

General Description

HOSTOS CENTER FOR THE ARTS & CULTURE

An integral part of Hostos Community College of the City University of New York since 1982, the Hostos Center for the Arts & Culture, which includes two state-of-the-art theaters of 900 and 360 seats each, a black box experimental theater, and a museum-grade art gallery, is a resource for students and faculty in addition to serving the cultural needs of South Bronx residents and neighboring communities. Recognized nationally as a leader in Latin and African-based programming, the Hostos Center creates performing and visual arts forums in which the diverse cultural heritages of its audiences are celebrated and cultivated. In meeting that objective, the Center is dedicated to the development of emerging artists and the creation of new work.

The Center's programming consists of a performing arts presenting series; a visual arts exhibiting series; periodic festivals featuring different cultural traditions including the highly acclaimed BomPlenazo; the Hostos Repertory Company; a children's performing arts series; and an individual artists' program consisting of commissions and residencies. Presenting seasons also include annual observances of Kwanzaa, Puerto Rican Heritage Month, Black History Month, and Women's History Month. Over the years, The Center has presented and exhibited such artists as Rubén Blades, Dizzy Gillespie, Eddie Palmieri, Dance Theatre of Harlem, El Gran Combo, Alvin Ailey American Dance Theatre, Ballet Hispánico, Jennifer Mueller, Antonio Martorell, Faith Ringold, Celia Cruz, Marc Anthony, Tito Puente and Lucecita Benítez. HCAC produced a 50-year retrospective of Tito Puente's music in April 2017, covered and praised by *The New York Times* and produced a retrospective of Cuban bandleader Machito in 2019.

Other Duties

Marketing activities include working with the Director in developing marketing plans and budgets, the creation of brochures and collateral materials as well as overseeing the design and placement of print and electronic media advertising. The position takes primary responsibility for the Center's website and burgeoning social

media network.

Communications responsibilities include developing press releases and calendars, contracting photographers, and working with the College's Communications Office in handling media relations for local, regional, and national press. A major focus of the position will be outreach into the neighborhoods surrounding The Center, utilizing a team of student ambassadors and others by informing residents about events and coordinating group sales and special promotions for different constituencies.

Qualifications

Applicants should hold a Bachelor's degree and have at least two years' experience in non-profit marketing, preferably with the arts, ideally with both marketing and communications responsibilities. Excellent writing and interpersonal skills are essential.

Knowledge of Microsoft Office, including Excel is important.

Experience with Publisher, Illustrator, and other design programs is helpful.

Proficiency on several social media platforms is preferred. Spanish language ability is a plus.

OTHER RELEVANT INFORMATION

Candidates must attach the following to their application:

- Resume
- Cover letter
- Writing samples (ideally a marketing piece and a press release)
- Three (3) professional references